



Project Portfolio

Microsoft

High Performance Computing

Project: Persona development

Deliverable: Personas, Persona eco-system document & Poster

Methodology: Synthesis and analysis of existing customer information; In depth interviews (International and domestic); ethnographic site visits

Summary: Detailed 3 distinct personas: System Integrator, Windows Cluster Administrator, and Linux Cluster administrator; provided guidelines for how to leverage personas in defining product requirements and designing solutions

Project: Compute Cluster Admin console usability study

Deliverable: Detailed results report with recommendations

Methodology: Usability lab study using think aloud protocol

Summary: Team implemented majority of recommendations for highest priority usability issues

Project: UI Consistency Review

Deliverable: Document detailing all UI inconsistencies, usability flaws, design bugs; bugs entered in team bug database (Product Studio)

Methodology: Cognitive Walkthrough, Heuristic evaluation

Summary: Report used by HPC team to drive feature improvements and prioritization for their v.next release

Essential Business Server

Project: Early Insights to Persona Development

Deliverable: Report detailing summary of all primary MS research on the mid-market to inform early direction and research plan for EBS personas

Methodology: Syndicated research review and synthesis

Summary: identified 3 potential personas (BDM, VAP, Generalist) along w/ research gaps & provided recommendations for how to proceed w/ detailed persona research moving forward. Research resumed by new FTE.

Project: Deployment Wizards usability

Deliverable: Report detailing usability issues, recommendations for addressing usability issues



Methodology: Remote usability study conducted using Live Meeting and PowerPoint prototype

Summary: Recommendations led to improvements to the prototype which was tested in an iterative study

Project: Deployment Wizards iterative usability study

Deliverable: Report detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study using think aloud protocol; PowerPoint prototype

Summary: 100% improvement on all issues discovered in the first study; additional issues were found and addressed by team in final design of the wizard

Small Business Server

Project: Persona Refresh

Deliverable: Document and PowerPoint recommending revisions to existing personas and additions to personas based on product goals

Methodology: Ethnographic site visits; in depth interviews

Summary: Identified and defined framework for additional small business persona; provided additional details to existing business owner persona; outlined strategy for next phases of persona research to be completed by a newly hired FTE

Application Virtualization

Project: Application Virtualization Sequencer Wizard Usability Study

Deliverable: Report detailing usability issues with recommendations

Methodology: Usability lab study using think aloud protocol

Summary: Product team addressed majority of high priority usability issues; iterative study conducted

Project: Application Virtualization Sequencer Wizard Iterative Usability Study

Deliverable: Reports detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study; iterative study to evaluate design improvements

Summary: in the first study =43% overall task completion rate, improvements based on recommendations from first study resulted in increase to 80% overall task completion rate

Project: Server Application Virtualization prototype study

Deliverable: Prototype developed using Adobe Fireworks; report detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study using Fireworks Prototype

Summary: Identified a number of usability issues with navigation as well as the overall conceptual model; recommended alternative conceptual models and discussed in detail with lead Program Manager



PC 3

Project: Light Awareness research

Deliverable: Report that provides recommended variable settings to be used for images, video, and text in a variety of lighted settings

Methodology: One-on-one sessions with laptop users in a variety of lighted settings, including outdoors, where participants selected a preferred variable setting and rated a set of variable settings

Summary: Results became key part of this white paper: <http://msdn.microsoft.com/en-us/windows/hardware/gg463480>

Internet Information Services

Project: Management Console beta Prototype Study

Deliverable: Reports detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study using beta console & PowerPoint Prototype

Summary: Provided team with early feedback from users related to the conceptual model and overall design; identified and prioritized a number of usability issues for the team to address prior to release

Project: IIS Online Learning Center Study

Deliverable: Report detailing user perceptions, usability issues, and recommendations for addressing feedback and usability issues

Methodology: Usability lab study and in depth interviews

Summary: Provided team with feedback regarding participant impressions and articulated needs related to the learning center; recommended a navigation model based on task vs. objects; provided direction regarding visual elements of the learning center; identified usability issues participants encountered in finding relevant information

Project: Search Engine Optimization

Deliverable: Report detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study

Summary: identified and prioritized issues with the UI, team agreed to address all P1 issues; identified issues with the overall UX model and provided direction and suggestions for improving the model in future releases

Project: Web Platform Installer v2 Beta Study

Deliverable: Reports detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study using beta console & PowerPoint Prototype

Summary: identified and prioritized usability issues and provided recommended solutions; summarized participant feedback regarding overall experience and provided guidance on addressing feedback in their next release



MSN Branded Entertainment Experience

Project: Mom's Homeroom v1 study

Deliverable: Report detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study with Eye tracker

Summary: identified and prioritized usability issues & provided recommendations for addressing issues; team addressed high priority issues and results from subsequent study (done as part of multi-site project) show that redesign addressed majority of issues in problem areas

Project: Appetite for Life V2 study

Deliverable: Report detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study

Summary: identified a handful of issues as the site tested very well; provided the team with some insights, specific to user comments and issues, to help understand why analytic metrics had fallen slightly from v1 of the site

Project: Business on Main cognitive walkthrough

Deliverable: Report summarizing results of the walkthrough

Methodology: Group cognitive walkthrough with 2 unique groups of 8 participants

Summary: identified and prioritized findings and provided recommendations for addressing top issues; resulted in redesign of multiple elements of the site including navigation, labels, and overall information architecture approach

Project: Rediscover study

Deliverable: Report detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study using eye tracker

Summary: site tested extremely well and very few issues were identified; identified a few low priority issues and some concerns about participant perception of advertising

Project: Allergy Solution Center study

Deliverable: Report detailing usability issues, recommendations for addressing usability issues

Methodology: Usability lab study

Summary: identified and prioritized usability issues & provided recommendations for addressing issues; product team made immediate changes to most high priority issues



Project: Usability lab eye tracker studies on multiple sites (22 unique sites) to identify web elements that work well vs. those that do not

Deliverable: Reports detailing results of study for each website; recommendations about which design elements work best across all sites; identified usability issues

Methodology: Usability lab studies using eye-tracker

Summary: Findings from the studies allowed the design team to focus on using design elements that work well on new branded sites

System Center

Project: Concept Car customer site visits & interviews

Deliverable: Report detailing customer work practice related to incident management scenarios; feedback on proposed functionality for dealing with incident management five years in the future; customer case studies detailing customer environments, needs, current challenges, day-in-the life, and technology usage

Methodology: Ethnographic observations; 1:1 in-depth interviews

Summary: results of the research provided design team with direction for next version of the product, specifically dealing with current challenges and needs identified in the research; design team used results to drive forward thinking conceptual design for products 5 years out

Project: Service Manager Global Risk Compliance study

Deliverable: Report detailing usability issues & recommendations for addressing issues

Methodology: Usability lab study

Summary: Team agreed to address only the highest priority issues in their current release and to address all additional P1 issues in their next release

Admin Experience Team

Project: Brand Journey Research

Deliverable: Report detailing IT pro perceptions and thoughts regarding the Windows Server brand; included identification of key touch opportunities where brand can have a positive impact on the overall IT Pro experience.

Methodology: Analysis of existing market research data related to Windows Server Brand and Windows Server System brand; 1:1 in depth interviews; ethnographic site visits

Summary: Provided team with recommended touch points for increasing overall brand awareness; identified places in the journey where UX improvements might be critical to ensuring positive brand perceptions

Windows Server Information Services

Project: Scenario Focus Groups

Deliverable: Report detailing feedback & recommendations from four focus group sessions targeted at understanding how IT Pros and Developers perceive proposed functionality for upcoming versions of online content



Methodology: Focus groups

Summary: feedback from the focus groups was well received; information services team agreed to implement majority of feedback and consider recommendations to gain more depth information in areas where I felt they needed to know more before proceeding

Project: Azure Portal Content

Deliverable: Report identifying which terms worked best for definitions and documenting which definitions made sense to users.

Methodology: Participant rating of understandability of definitions; rating of potential labels/terms

Summary: Team used findings from the study to refine their labeling and concept definitions in the UI and in their online content site

Windows Azure Portal

Project: Azure Portal Usability Study

Deliverable: Report detailing issues encountered when completing tasks

Methodology: usability lab study using eye tracker

Summary: Identified a number of high priority usability issues and problems with the overall conceptual model; team addressed the high priority issues they could (labeling, some visual cues, ui text) prior to release and agreed to address majority of high priority issues in upcoming release

Project: Azure Portal Connect Usability Study

Deliverable: Report detailing issues encountered when completing tasks

Methodology: usability lab study

Summary: Team agreed to address all high priority issues prior to release

Bing

Project: Bing Mobile iterative Usability Studies (subcontracted work through Breeze Design Research)

Deliverable: Reports detailing issues encountered when completing tasks

Methodology: usability lab studies

Summary: Team addressed all P1 issues prior to iterative studies resulting in improved performance on tasks

Project: Bing Maps iterative Usability Studies (subcontracted work through Breeze Design Research)

Deliverable: Report detailing issues encountered when completing tasks

Methodology: usability lab studies using eye tracker

Summary: Team addressed all high priority issues prior to iterative studies, resulting in higher task completion and fewer errors on tasks



SQL Azure

Project: Management Portal usability study

Deliverable: Moderation of lab sessions; train jr. usability engineer on protocol, use of lab equipment

Methodology: usability lab study

Summary: 3T's role in this study was to provide training to a new usability engineer

Smashing Ideas

Project: GE Home Control Device

Deliverable: Report detailing usability issues encountered when using a prototype of a proposed home control console for setting alarms, setting thermostats, using security cameras, etc.

Methodology: Usability lab prototype study

Summary: Team leveraged data to finalize design

Project: GE Security System

Deliverable: Report detailing usability issues encountered when using a wall mounted console for setting in-home security

Methodology: Usability lab study

Summary: Results were well received; team agreed to address all high priority issues and majority of lower priority issues

Cognifit

Project: Cognifit Web Application review

Deliverable: Report detailing design and usability issues and recommendations for addressing issues

Methodology: Cognitive Walkthrough; expert review

Summary: Identified a number of user experience issues and some significant issues with the overall model for providing feedback to users; team agreed to consider recommendations regarding feedback model

Symform

Project: Expert UX review

Deliverable: Report detailing usability and design flaws and UI text issues along with recommendations to address issues

Methodology: Cognitive Walkthrough; expert review

Summary: Team used feedback to make immediate changes to their UI; findings drove decision to move to a complete new model for install and configuration of the service



Project: Personas

Deliverable: Detailed report of research insights; persona and scenario documents

Methodology: Ethnographic visits and in-depth phone interviews

Summary: Personas helped the company ground design and business decisions on the needs of their two target users; company discussions related to users are now centered on concrete profiles vs. theoretical arguments

Project: Interaction Design Wireframes

Deliverable: Clickable wireframes of end-to-end user experience addressing layout, task flow, and UI text

Methodology: Online cardsort to define information architecture; Iterative prototype development using Balsamiq mockup tool

Summary: Wireframe was used in remote usability study; final version of wireframe drove final design of the UI

Project: Wireframe usability study

Deliverable: Report detailing usability issues; iterative design of wireframes

Methodology: Remote usability study

Summary: Results drove redesign of the wireframe which was vetted with executive team; final wireframe drove design of install & configuration UI

Project: HTML & CSS templates

Deliverable: HTML and CSS templates with updated layout, navigation links, design elements

Methodology: sub contracted with Slanter Design

Summary: Templates leveraged by engineering team to ensure final product is delivered as designed

2b3d

Project: Prolonged Exposure mobile app clinician study

Deliverable: Report detailing usability issues and recommendations for addressing; summary of PE process implemented by clinicians

Methodology: on-site usability study; in-depth interviews

Summary: Results drove improvements to several elements in the application

Project: Virtual Hopebox mobile app UX consulting

Deliverable: Recommended specifications to address interaction design problems

Methodology: on-site, phone, and email consultation



Summary: Team leveraged recommendations in design of the application

Project: Life Armor Mobile Application usability evaluation

Deliverable: Report detailing usability issues and recommendations for addressing

Methodology: on-site usability study

Summary: Team agreed to recommendations for all P1 issues and will address all prior to application release; team agreed to follow recommendation of conducting additional research to better understand how they should label and define features in the application

Project: Department of Defense Suicide Event Report usability evaluation

Deliverable: Report detailing usability issues and recommendations for addressing

Methodology: on-site usability study

Summary: Team followed recommendations for all P1 issues and agreed to address additional issues as time allows, prior to final release

